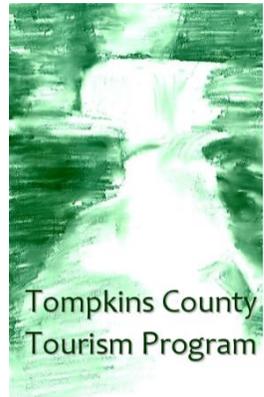


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## 2017 Budget Request Form

### Tompkins County Tourism Program



#### I. BASIC INFORMATION

Program: **Beautification, Signage & Public Art Program**

Applicant Organization: **Tompkins County Chamber of Commerce**

Contact Person: **Jennifer Tavares**

Phone: **607-273-7080** Email: [jtavares@tompkinschamber.org](mailto:jtavares@tompkinschamber.org)

2017 Request: **\$137,475; \$5,200 OTR** Product Development or Marketing? **Product Development**

Year	Tourism Program Allocation**	\$ Change	% Change	% of Program Budget*
2013	\$132,598	\$3,589	2.8%	77%
2014	\$136,576	\$4,978	3.0%	76%
2015	\$131,796	(\$4,780)	-3.5%	70.8%
2016	\$135,443	\$3,950	2.7%	49.7%
<b>Request 2017</b>	<b>\$137,475</b>	<b>\$2,032</b>	<b>1.5%</b>	<b>43.9%</b>
<b>OTR - CCE</b>	<b>\$2,600</b>			
<b>OTR - DIA</b>	<b>\$2,600</b>			

#### II. PROGRAM DESCRIPTION

The Strategic Tourism Planning Board’s goals to “present this unique place” and “to provide memorable experiences” guide the work of the program’s administrators and the Beautification Committee. We work to improve the visual quality of the City and Town of Ithaca and the rural towns and villages; improve the appearance of business and residential districts; increase pride resulting from volunteer involvement and beautiful plantings; and improve wayfinding to area attractions. The program focuses on the gateway areas into Tompkins County and main routes within the urbanized area likely to be traveled by visitors.

#### III. CHALLENGES & OPPORTUNITIES

The strategic plan for Beautification, Signage, and Public art was completed in early 2016. This major accomplishment of the program partners and the Committee identified several goals, strategies, and actions to be implemented by program partners over the next five years. Short term goals include: expansion of beautification and planting program, including enhanced efforts on the Ithaca Commons; sustaining and enhancing the Downtown Ambassadors program; continuing efforts to implement the Wayfinding & Interpretive Signage Plan; increase residential volunteer and municipal and business support (monetary and in-kind) for the program.

#### **IV. BUDGET NARRATIVE**

The funds will be used to advance and implement a successful and comprehensive community beautification, signage, and public art program administered by the Tompkins County Chamber. The beautification and/or planting component continues to thrive, and to be managed through the efforts of Cornell Cooperative Extension of Tompkins County. Additional investments in maintenance, cleaning, and hospitality in the downtown area will be managed by the Downtown Ithaca Alliance. And finally, the Tompkins Chamber will continue to provide minimal administrative oversight and coordinate the work of the Beautification, Signage, and Public Art Committee, and contribute substantial time towards the implementation of the community Wayfinding & Interpretive Signage Plan. The Public Art component of this program will be managed by Community Arts Partnership, and is submitted as a separate budget request.

It is worth noting that in order to grow program deliverables and funding for other program partners, the Chamber is greatly reducing its administrative fee for 2017, and in turn, its administrative services to the program.

#### **Cornell Cooperative Extension (CCE) Beautification Program work (74% of budget)**

The CCE Beautification Program work, led by the Beautification Brigade, continued to make significant progress in 2015 and early 2016. The planting work, supported by nearly 900 hours of volunteer labor, continued to beautify and provide radiant color across Ithaca. This program is funded through about \$95,000 in TCTP support, but also by significant in-kind and cash matches provided by Cornell Cooperative Extension. In 2017, the program requests the baseline 1.5% support for salaries, but will also need an Over Target Request in order to accomplish its goals.

The Rural Beautification Grant program, which makes small matching grant investments in rural communities, has yielded significant downtown beautification, gateway signage, and tree planting progress over the last two years. The 2015 grant investment was \$14,000, which exceeded the budgeted amount and utilized \$2,000 in reserve funds.

The program continues to realize significant cost savings by growing its own flowers in greenhouse space leased from Cornell (at far below market rate of \$1000), with approximately \$12,000 in in-kind space, utilities, and watering support provided by Cornell. CCE's beautification program continues to demonstrate significant investment by Cornell and CCE in in-kind benefits, work study wages, and more—without which this program could not be sustained.

Substantial new plantings were added in 2015, as proposed by the program. Noteworthy examples include the Pump House on Route 13, Dryden Road Parking Garage, Tompkins County Public Library, and support for work on the Cayuga Waterfront Trail and Stewart Park.

The new Ithaca Commons presents a unique challenge and opportunity; though significant time was invested in planting and caring for those plantings last year, there are 78 new sites that require plantings and care. If new in-ground plantings and boxes on the Commons will be planted for four seasons as planned, the beautification program must expand to include a large quantity

of additional annuals, perennials, and even shrubs in order to manage the substantial square footage investment.

### **Downtown Ithaca Alliance (DIA) Ambassador & Hospitality Program (25.6% of budget)**

The Downtown Ithaca Alliance operates a special beautification program that targets one of our County's most prominent and frequented visitor attractions—Downtown Ithaca and the Downtown Ithaca Commons. The TCTP funds have helped to make this program financially feasible and remain an integral part of the funding package. The Ambassador Program has two primary components: a clean team and a hospitality team.

#### The Clean Team

The DIA Ambassador clean team provides supplemental cleaning downtown, especially on the Commons pedestrian mall. The team supplements work undertaken by City public works. City staff cleans the streets and sidewalks each morning. However, given the volume of visitors and pedestrian traffic, the downtown accumulates litter and grime over the course of a normal day. Without supplemental cleaning, our visitor experience would be substantively diminished.

Clean team members, who work directly for the DIA, provide daily litter pick-up, watering and weeding, graffiti removal, and other needed chores that help to keep downtown looking clean and attractive for our visitors and patrons. During peak season (May – October) we budget for 5 hours of supplemental cleaning service each day. This drops to 4 hours per day during non-peak (November – April) months.

#### "The Base Program" (DIA/TCTP support)

The Ambassador clean team performs a core set of services that constitutes our "base" program. This base program consists of the first shift supplemental cleaning, weeding, and watering that occurs through the DIA downtown district, with particular focus and emphasis on the primary and secondary Commons areas. The base program has been funded by the DIA, TCAT, and the County Room Tax program.

#### The Expanded Program (City of Ithaca contract)

Beginning in 2015 and continuing into 2016, the City funded the DIA to assist with extra, enhanced cleaning and management of the new Commons. The completed new Commons project requires additional maintenance and management services—such as management of the 200 free standing chairs and 60 tables that must be put out as well as stacked and locked each evening, the watering of the 78 new portable flower planters, management of the grouped newspaper boxes, just to name a several of the added tasks. To satisfy these new tasks, the City has contracted with the DIA for these added services over and above the base ambassadorial service provided. Up to \$50,000 has tentatively been allocated for expanded labor and supply/equipment costs. These new City funds cannot be used for base services, only for added expanded services pertaining to the new Commons project. Expanded services apply only to the clean team portion of the ambassador program. Note that City funds are always subject to approval in the City budget which normally is approved in November.

### The Hospitality Team

Downtown visitors have many questions and need constant help finding destinations, locating items, or simply seeking advice. Utilizing our mobile red cart as a base and using the Downtown Visitor Center as a “mother ship” resource, the hospitality team members provide daily concierge type service to visitors. The hospitality team is distinct from the clean team, since very different skills are required for each task. In a typical year, hospitality ambassador field requests and questions from over 5,000 people.

### The 2017 Budget Year- 1.5% Increase

During 2017, the Commons will be operated on a normal, non-construction state. The new Commons along with all of its amenities requires regular and consistent maintenance and upkeep. In addition, the Commons will also require the expanded services described above.

The DIA manages two levels of clean team ambassador services – base and expanded. TCTP funds are dedicated to the base level service provision. The Tompkins County Tourism Program budget request for the 2017 Downtown Ambassador Program shows an increased ask of 1.5%.

DIA acknowledges know that the FTA requires an ongoing maintenance plan and the DIA and City have been collaborating on such an undertaking. The scope and extent of this plan has affected the ambassador program, adding to the need and the scope of the program. It is important to note that beginning in 2016 the City committed to an expanded scope of services for Commons maintenance. It is anticipated that the City again make such a commitment in 2017, but this allocation must be approved during the City’s 2017 budget process this fall.

The need for clean and hospitality services in Downtown will remain strong in 2017, as the finished Commons once again becomes a major community visitor attraction and destination. The Downtown Ambassador program helps to meet this need and literally touch hundreds of thousands of visitors to our community each year.

### **Tompkins County Chamber Wayfinding & Administrative Support (.4% of budget)**

The Chamber has taken a lead role in advancing the efforts for community wayfinding and interpretive signage for some time. In 2014, with the support of many partner organizations and stakeholders, and funding from the TCTP, a comprehensive community Wayfinding & Interpretive Signage Plan was completed. Throughout 2015, the Chamber led efforts to attain financial support from local municipal and institutional partners, and also submitted a request for project support from New York State.

The most substantial funding commitment came from the Tompkins County Tourism Program, in the form of Strategic Tourism Implementation Funding, committed over the course of three years at an amount of \$50,000 per year. It is worth noting that Tom Knipe, County Tourism Program Coordinator, also provided significant support to the project in conversations with community partners.

Throughout 2016, the Chamber will continue to champion this project, and is investing time discussing strategies to move the project forward with community partners. Additional funding

applications, either as a stand-alone project or as part of a larger collaboration, will likely be submitted in the coming months. An Upstate Revitalization Initiative application was in progress as of the writing of this budget proposal. Additionally, the Chamber will make progress on bringing together stakeholders who have already committed to the project, as well as engaging new contributors this year.

In 2017, the Chamber anticipates continuing to advance and implement the Wayfinding & Interpretive Signage Plan. If funding from New York State or other major source is not committed by then, the Chamber will lead efforts to collaborate on a phased project, with the support of the Tompkins County Tourism Program and other local stakeholders committed to the project.

### **Beautification Committee Work**

The Beautification, Signage, and Public Art Committee continued to invest significant time in 2015 and early 2016 in finalizing its recommended Strategic Plan. Now the focus of the committee will turn towards the implementation and benchmarking of plan success, and taking up special projects and advocacy issues as they arise. The committee holistically addresses each component of the Beautification, Signage, and Public Art program each meeting, with updates from each program partner. New recruits to the committee were sought in 2015 to expand expertise and diversify representation.

Moving forward, the committee will continue to help prioritize program investments, identify collaborations and partnerships to help support implementation of the Strategic Plan, and seek additional funding support to sustain each component of the program.

## **V. PROGRAM GOALS**

**Goal 1:** Increase the perception of Ithaca and Tompkins County as an outstandingly beautiful community that is simple for visitors to navigate, and as a place to visit for the overall beauty of the area.

### **Measure of Achievement 1A:**

*Cornell Cooperative Extension Beautification Program staff, with the support of the Chamber and the Beautification Committee, completed the Beautification, Signage, and Public Art Strategic Plan.* The plan includes program maintenance and infrastructure requirements, design standards, prioritized actions, and funding scenarios for implementation over the next five years. **The plan was substantially completed in late 2015, with final approval in spring 2016.**

### **Measurement of Achievement 1B:**

*Implementation of at least Phase I and II of the community Wayfinding & Interpretive Signage Plan will ideally begin during the 2016 budget year.* The implementation of this program is anticipated to take two to three years, depending on availability of funding. **Though substantial progress was made in 2015, the work on this project will continue through 2016 and 2017, and likely not begin being implemented until 2017 to 2018.**

**Measurement of Achievement 1C:**

*Notable progress in developing the Public Art component of this program. While substantial progress was made in developing a funded, County-wide public art program in early 2016, a worthwhile project in cataloging of existing public art, the advancement of an “art trail” or other new public art related tourism asset still exists.* This project could include the collaborative efforts of the Tompkins County Tourism Program, the Tompkins County Chamber & CVB, and the Community Arts Partnership.

**Measurement of Achievement 1D:**

*Continued investment and expansion of the Downtown Ithaca Alliance’s Ambassador & Hospitality programs, leveraging outside investment from the City of Ithaca and additional DIA operating funds, will enhance the visitor experience at one of the County’s most utilized and noteworthy tourism assets—The Commons. This work will continue throughout 2016 and 2017. The DIA, like the CCE component of this program, will require substantial time investment in order to*

**Measurement of Achievement 1E:**

*Addition of new planting sites, including the relocation and continued planting of the BOCES green planters (former Commons planters). Depending on program resources and available plants, new planting sites will be added in 2016. This goal was accomplished, but with modest funding increases. Substantial new planting site demand presented by the completed Commons will put new pressure on program resources.*

These program goals and related measurements correspond to the goal cited above and Critical Actions 19, 20, and 21.

**VI. ACHIEVEMENTS**

*Achievements specific to stated goals & measurements from 2015 & 2016:*

**Goal 1:** Increase the perception of Ithaca and Tompkins County as an outstandingly beautiful community that is simple for visitors to navigate, and as a place to visit for the overall beauty of the area.

Chrys Gardener, Jennifer Tavares, Tom Knipe, and the Beautification Committee invested significant resources in 2015 and the first quarter of 2016 to develop a strategic plan with input from stakeholders. The plan includes six key goals and short, medium and long term actions to achieve these goals. The plan also includes maps of current and expansion of beautification sites in the city and county, and a toolkit section with recommendations for best plants for specific site conditions. The plan was adopted by STPB in April 2016.

Other significant program achievements during 2015 and the first quarter of 2016 include:

- Sponsorship of the traffic rotary on Old Elmira Road by the Ithaca Rotary Club from 2016-2018

- Significant increase in the number of volunteer hours contributed to the program, for a total value of \$34,000 in volunteer time for city and rural beautification
- Fall 2015 and spring 2016 plantings on the newly re-constructed Ithaca Commons
- Coordination of volunteer work for new planting sites on the Cayuga Waterfront Trail and at Stewart Park
- Addition of new planting areas at Dryden Road parking garage, the Tompkins County Public Library, the Pump House on Route 13, and at county buildings in downtown Ithaca
- Completion of the Beautification, Signage, and Public Art Strategic Plan
- Significant progress in local stakeholder buy-in for Wayfinding & Interpretive Signage Project; increased awareness of project at regional level (nearly 50% of cash match commitment attained)
- Downtown Ithaca Alliance increased the role of its Clean Team and Ambassadors in 2015, providing more service to the newly renovated Commons and downtown area
- Public Art Grant Program funded and implemented in early 2016

## **VII. IMPACT OF FUNDING**

If program funding were to be reduced or lost, there are some funds in reserve at Cooperative Extension for the beautification program that could be used to support the plantings and program management for a short period of time. (This would mean sacrificing the eventual greenhouse project, which is needed for long-term program sustainability). Since so much of this program is currently conducted by volunteers, reduction in funding for manager/coordinator salaries or for flowers could be catastrophic to the program.

For the Downtown Ithaca Alliance, reductions would shorten hours of the Ambassadors or Hospitality Team for the DIA. The Ambassador program is already stretched very thin, and requires new investment to maintain the Commons and downtown area.

If the Tompkins County Tourism Program does not support the Chamber with minor administrative support and an allocation towards the Wayfinding & Interpretive Signage Project, the Chamber's ability to support the work of the committee and program, as well as continue to advance the WISP components of the Strategic Plan, will be limited.

It is not possible to sustain or grow programs without additional investment and careful cost controls, which is why program partners are seeking OTR support.

## **VIII. COLLABORATION**

*Greenhouse collaboration with Cornell University:* Collaboration with a research project is now required by Cornell University in order to continue utilizing their greenhouse to produce plants for the program. Beautification Program Coordinator Martha Gioumouis collaborated with Professor Neil Mattson to conduct trials of various planting media when growing annuals for the program. This kind of collaboration makes it possible to continue using greenhouse space at Cornell and also provides Professor Mattson valuable data for his research projects. Research collaboration continues in 2016.

Since the Chamber administers this program and also the Convention & Visitors Bureau, we work closely with the CVB team regarding opportunities for connecting the beautification program with marketing, group sales, and visitor services efforts. The beautification and ambassador programs marry nicely with increased efforts in the CVB programming regarding student and parent visitors, and attracting more repeat regional visitors to destinations like the Commons, restaurants, and cultural venues. There are opportunities not being capitalized on to promote the beautification program work, which will also provide social media images and content.

Finally, efforts to implement the Wayfinding & Interpretive Signage Project will enhance opportunities for local collaborations with municipalities, organizations, and tourism properties, as well as a potential enhancement of the “planting” program surrounding community gateway signs throughout Tompkins County.

Other community partners collaborating with and benefitting from the Beautification, Signage, and Public Art program include:

- Cayuga Waterfront Trail
- Friends of Stewart Park
- Tompkins County Public Library
- Cornell University – greenhouse and educational tie-ins

#### **IX. OVER TARGET REQUEST: PLANTING/MAINTAINING THE ITHACA COMMONS**

**Amount Requested: \$5,200 total (Actual cost is \$5,265 for CCE and \$5,291 for DIA work related to the new Ithaca Commons Maintenance Requirements; Chamber is reducing admin by \$5,200 to support these programs)**

**Project Description:** The newly renovated Commons has a large number of planters that will be planted and maintained by the Community Beautification Program and the Downtown Ithaca Alliance Ambassadors Program. There are 78 mobile planters and 8 large in-ground planting areas that will be planted with annuals and spring bulbs. (This does not include the beds that are planted with perennials and native plants.) With a goal of providing four season interest, the additional cost for planting materials for the Commons is approximated at \$6,762.

During the three years of Commons construction the Beautification Program expanded the number of planting sites in downtown Ithaca and Collegetown. Without additional funding for plant materials, the program will have to shrink the number of planting areas in other parts of the city in order to purchase and/or maintain 86 new planters on the Commons. The green wooden planter boxes that were used on the Commons during construction have now been deployed to different areas of downtown, resulting in additional costs for plant materials as well. Many of these planter boxes have been moved to areas immediately around the Commons, including behind Center Ithaca, North and South Cayuga St and West State Street.

The over-target request also includes an additional \$1,503 to increase the number of hours for the seasonal assistant position from 25 hours per week to 30 hours per week. The additional 5

hours per week are necessary to coordinate volunteers for planting and maintaining the large number of new plantings on the Ithaca Commons.

#### MOBILE PLANTER BOXES – COST OF PLANT MATERIALS PER BOX

Spring pansies	\$13
Summer annuals	\$45
Fall annuals	Minimal cost (grown by program staff at CCE)
Winter greens	\$5
Total cost per box	\$63
<b>Total cost for 78 planters</b>	<b>\$4,914</b>

#### COMMONS IN-GROUND PLANTINGS

Spring bulbs	\$50
Spring pansies	\$40
Summer annuals	\$131
Fall annuals	Minimal cost (grown by program staff at CCE)
Winter greens	\$10
Total cost per planting	\$231
<b>Total cost for 8 plantings</b>	<b>\$1,848</b>

**Total cost for all new plantings on the Commons:** \$6,762 (some costs to be offset by other CCE program revenues)

**Total cost to sustain DIA Ambassadors hours and water the new plantings: \$5,291**

To meet the 1.5% target stipulated by the STPB and maintain our commitment to paying living wages to our ambassadors, we had to reduce hours. To accommodate the most recent living wage increase within the 1.5% target required the reduction of our hospitality team ambassadors from 5 hours per day to 4.25 hours per day. This is a reduction of \$2,243. We would like to be able to maintain the historic hours of the program to assure maximum coverage and interaction with visitors. This would require an **over-target request of \$2,243** to restore this .75 hour were day throughout the peak tourist season.

Another issue is the addition in 2017 of a dozen large ground planting beds on the Commons that have been under contractor warranty. This warranty ends in 2016. Planting of these beds may need to be undertaken by CCE in 2017 and then maintenance would be required for the growing season by the DIA ambassador team. We estimate this will typically require another 1 hour of primarily watering time each day during the peak season. **This translates to \$3,048, second over-target request.**

This funding will allow the Community Beautification Program to fulfill Program Goal #1: Increase the perception of Ithaca and Tompkins County as an outstandingly beautiful community that is simple for visitors to navigate, and as a place to visit for the overall beauty of the area.

**Memorandum**

TO: STPB Budget Committee  
FROM: Jennifer Tavares, Program Administrator for Beautification, Signage & Public Art  
RE: Fund Balances  
DATE: May 16, 2016

***In 2015, the Chamber paid out the remaining van/vehicle fund balance to CCE Tompkins, which continues to hold those funds in reserve. In 2016, the Chamber also partnered with Community Arts Partnership and a private donor (along with input from TCTP Coordinator Tom Knipe) to create a public art grant round consisting of the \$4,000 balance from the Chamber public art reserve fund, and \$5,500 in private foundation funding. A public art grant process was developed including feedback and participation from multiple stakeholder groups, and the Chamber will likely continue to be involved.***

**Fund balances as of May 16, 2016.**

**Funds held at the Tompkins County Chamber**

Signage Program balance: \$21,370

**Funds at Cooperative Extension:**

Rural Towns Grant Funds \$7,932  
Balance of beautification funds (over 12 years): \$39,095  
Beautification van/vehicle funds remaining: \$2,186

*Rural Grant Program:* In 2015 we allocated \$14K in rural grant funds. This is \$2K over what was budgeted, so we moved \$2K from the reserve account. We will continue to allocate some additional funding each year until this is spent down.

*Beautification reserve fund:* The 2016 budget request stated incorrectly that only \$5K from the main budget had been included for Chrys Gardner’s salary, but due to the many additional hours required for completing the strategic plan an additional \$5K was taken from reserves. The 2017 budget assumes that \$5K is being taken from reserves to fund Chrys Gardner’s position again, in addition to \$5K that is being requested from 2017 budget year program funds, which will reduce the balance to \$34,095.

*Plan for new greenhouse:* Our request to use the Cornell greenhouse is reviewed yearly and we have been told that if a professor or student needs the greenhouse for research then we will not be able to use it. Having our own greenhouse would provide future security as the program would be severely impacted without this space to grow plants. Purchasing and constructing the greenhouse has been delayed due to plans for new building construction at CCE which will change the footprint of the existing site.

Van/vehicle reserve funds: This money is being held in reserve toward purchase of another van, or to be utilized for unforeseen maintenance/repair issues as they arise.

## **Tompkins County Community Beautification Program**

*Tentative Greenhouse Proposal (from 2015, included as an FYI—CCE still plans to move forward as soon as feasible).*

*Hope to purchase and build in fall of 2017 using reserve funds held at CCE-TC*

The Beautification Program has been able to plant more while spending less by growing many of its own plants in the greenhouses at Cornell University. In addition, the program has grown larger plants in greater variety than the small 4-paks generally available at local growers (see example below). Larger plants are more mature, flower sooner and are better able to withstand the sometimes harsh conditions of downtown planting sites. Thus, the sites have more uniform planting plan with more impact. In addition, the Program has begun to offer four-season plantings in many of its planting areas.

In spring of 2015, the Program was told that its access to the greenhouses at Cornell had been cut. Fortunately, it was restored, but with caveats regarding research and partnering with academics and students. However, no guarantee was given past the 2015 season.

The Program would gain great benefit from establishing its own greenhouse on site at CCE-TC. It would be built on the existing site, but would be of a type that could be dismantled and rebuilt if necessary as part of the planned CCE-TC building renovations.

After establishing the greenhouse, it could also be used for education, with hands on practical classes or experiments. Watering and greenhouse care would be undertaken by staff or volunteers in the Program.

### ***Traditional Series, Backyard Greenhouses***

20 x 40 Polycarbonate walls and roof, painted aluminum frame; Automatic vents for cooling

<http://backyardgreenhouses.com/ecom.asp?pg=products&specific=jmmppmkoo>

\$33,714 plus shipping (estimate)

\$1,000 allowance for heating system

\$1,000 construction and miscellaneous costs

We anticipate an additional \$1,000 per year operating in costs (March-May), much of which is currently being provided in-kind by Cornell University.



***Example greenhouse***



***Example of plant grown vs. purchased***

**Program Name**

**2017 Budget Request - Tompkins County Tourism Program**

REVENUE - CCETC Beautification	2014 Budget	2015 Budget	2016 Budget	Request	Notes
TCTP*	\$95,351	\$92,030	\$94,789	\$96,210.84	1.5% budget guidance increase
TCTP OTR Request				\$5,265	OTR request necessary to fund new Commons plantings
Sponsorship Program				\$3,000	New business/organization sponsorship program
<i>In-kind benefits from Cornell</i>	\$13,984	\$17,592	\$27,906	\$28,000	Estimated SS tax, Medicare tax, retirement, health insurance, other benefits for FTE employees only. Previously underestimated per Calculated at 55.88%.
<i>In-kind greenhouse contribution</i>			\$7,000	\$12,000	estimated value of annual flower space/labor/watering done by Cornell
<i>In-kind volunteer contributions</i>			\$10,000	\$22,000	Calculated according to NYS guidance: 900 volunteer hours X hourly rate of \$26 per hour
<i>In-kind student wages</i>				\$3,240	90% student intern wages paid by CU Work-study
<i>Rural grants - required match</i>				\$12,000	Matching donations and labor for rural grant program
<i>Open House/Open Days Fundraiser</i>		\$450		\$1,500	Open days fundraiser
<b>SUBTOTAL</b>	<b>\$109,335</b>	<b>\$110,072</b>	<b>\$139,695</b>	<b>\$183,216</b>	
<b>REVENUE - DIA Ambassadors &amp; Hospitality Team</b>					
TCTP*	\$29,633	\$28,596	\$29,454	\$29,896	1.5% increase=\$448; \$23.6K for base program labor costs (42%), and \$6.2K for supplies, equipment, uniforms
TCTP OTR Request				\$5,291	OTR request necessary to fund new Commons watering/maintenance
<i>DIA (City Contract)</i>	\$29,230	\$25,590	\$50,000	\$50,000	City has committed additional funding temporarily; this is a "to not exceed" amount
<i>DIA- from operations</i>			\$6,702	\$6,941	
<i>DIA - TCAT contract</i>		\$10,200	\$10,200	\$10,200	For ambassador & hospitality program to clean bus areas
<i>DIA - in kind</i>			\$23,330	\$24,954	DIA admin, overhead & program management
<b>SUBTOTAL</b>	<b>\$58,863</b>	<b>\$64,386</b>	<b>\$119,686</b>	<b>\$127,282</b>	
<b>REVENUE - Tompkins Chamber</b>					
TCTP* administration	\$8,492	\$8,180	\$8,200	\$3,000	admin/finance - \$5,000 reduction to support other program requests
TCTP* signage	\$3,100	\$2,990	\$3,000	\$3,000	signage - Wayfinding related work
<i>In-kind from Chamber</i>		\$552	\$2,000	\$2,000	from Chamber (Wayfinding)
<b>SUBTOTAL</b>	<b>\$11,592</b>	<b>\$11,722</b>	<b>\$13,200</b>	<b>\$8,000</b>	Admin reduced by \$5,200 to support other program components. TCTP to provide some admin services.
<b>TOTAL REVENUE</b>	<b>TOTAL REVENUES</b>	<b>\$179,790</b>	<b>\$186,180</b>	<b>\$272,581</b>	<b>\$318,498</b>
	<b>TOTAL TCTP*</b>	<b>\$136,576</b>	<b>\$131,796</b>	<b>\$135,443</b>	<b>\$132,107</b>
TCTP Share	76.0%	70.8%	49.7%	41.5%	increased leverage from CCE/DIA continues to reduce TCTP share in 2017

**EXPENSES -CCETC Beautification**

Personnel Wages	\$46,614	\$47,545	\$53,198	\$57,900	0.875 FTE Project Coordinator; .2 FTE Supervisor; 36 wks x 20 hrs half time assistant; temp asst. at 6 wks x 20 hrs; work study intern @ 10 wks, 3 hrs/wk.
Personnel Fringe	\$1,415	\$1,865	\$2,227	\$2,284	unemployment, workers comp, employee development
<i>In-kind benefits from Cornell</i>	\$13,984	\$17,592	\$27,906	\$28,000	Estimated SS tax, Medicare tax, retirement, health insurance, other benefits for FTE employees only.
Plants & Containers	\$16,300	\$16,000	\$14,033	\$15,000	Substantial increase in plant need due to new Commons plantings
Materials	\$2,900	\$2,700	\$1,600	\$2,200	Garden Supplies, tools & equipment
Occupancy and Utilities	\$280	\$160	\$1,125	\$1,197	CU Space rental; IT, phone
Travel/Fleet vehicle/Ins.	\$3,650	\$2,600	\$2,300	\$2,700	Plus conferences
Administration & Overhead	\$11,442	\$9,860	\$10,156	\$11,194	Cooperative Extension admin for space, fleet, insurance, supervision, secretarial support, bookkeeping, payroll, etc.
Grants	\$12,000	\$11,500	\$9,000	\$12,000	Rural grant demand has gone back up
Postage, printing & publicity	\$500	\$50	\$50	\$500	
Awards & prizes	\$250	\$200	\$1,100	\$1,000	recognition & refreshments
<i>In-kind greenhouse contribution</i>			\$7,000	\$12,000	space, utilities, watering
<i>In-kind volunteer contribution</i>			\$10,000	\$22,000	see above note for calculation
<i>In-kind student wages</i>				\$3,240	
<i>Rural grants - required match</i>				\$12,000	Matching wages and labor
<b>SUBTOTAL</b>	<b>\$109,335</b>	<b>\$110,072</b>	<b>\$139,695</b>	<b>\$183,215</b>	

**EXPENSES - DIA Ambassadors & Hospitality**

Personnel Wages - Base	\$23,420	\$36,289	\$34,990	35,473	
Personnel Fringe - Base		\$2,736	\$5,200	5,320	
Personnel Wages - Expand			\$34,900	34,900	City-expanded
Personnel Fringe - Expand			\$5,100	5,100	City-expanded
Materials - Base	\$6,213	\$5,597	\$6,165	6,258	TCTP
Materials - Expanded Prog.			\$10,000	10,000	City-expanded
Office Overhead		\$5,852	\$6,029	6,100	DIA in-kind
Administration & Operations	\$29,230	\$13,912	\$17,302	18,840	DIA in-kind
<b>SUBTOTAL</b>	<b>\$58,863</b>	<b>\$64,386</b>	<b>\$119,686</b>	<b>\$121,991</b>	

**EXPENSES - Tompkins Chamber**

<b>Signage Program</b>	Materials	\$3,100	\$2,990		
	Program Support			\$3,000	\$3,000
	<i>Chamber in-kind support</i>			\$2,000	\$2,000
	<b>SUBTOTAL</b>	<b>\$3,100</b>	<b>\$2,990</b>	<b>\$5,000</b>	<b>\$5,000</b>

**EXPENSES - Tompkins Chamber**

<b>Administration</b>	Personnel Wages	\$7,062	\$6,810	\$6,825	\$2,250	Significant reduction in admin to support the other program requests
	Personnel Fringe	\$1,430	\$1,370	\$1,375	\$750	
	<i>Chamber in-kind support</i>		\$552	\$0	\$0	
	<b>SUBTOTAL</b>	<b>\$8,492</b>	<b>\$8,732</b>	<b>\$8,200</b>	<b>\$3,000</b>	<b>63% reduction in Chamber admin support</b>

<b>TOTAL EXPENSES</b>	<b>TOTAL EXPENSES</b>	<b>\$179,790</b>	<b>\$186,180</b>	<b>\$272,581</b>	<b>\$313,206</b>	
	TOTAL TCTP*	\$136,576	\$131,796	\$135,443	\$137,475	1.5% overall program increase guidance
	OTR Request				\$5,200	OTR necessary to manage program expenses & Commons work
	TCTP share	76.0%	70.8%	49.7%	43.9%	
	<b>REVENUES LESS EXPENSES</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	

\*TCTP-Tompkins County Tourism Program